# SYSTEM AND METHOD FOR IDENTIFYING VENDORS OF HIDDEN CONTENT

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## ABSTRACT OF THE DISCLOSURE

A system and method of identifying one or more vendors associated with a media disk includes providing instructions for the media disk, during a first install of the media disk into a host according to the instructions, installing an identifier on the media disk, the identifier including a code identifying the vendor from which the media disk originated, and after transmitting data to a server, reading the identifier to find a location associated with the vendor. An embodiment of a system and method of identifying a location via a media disk having at least a writeable portion and a non-rewriteable portion includes writing the location on the writeable portion, distributing one or more of the media disks to one or more entities, the location associating the media disks to the one or more entities, and if a return of the media disks occurs, altering the location according to predetermined conditions.